



  
**Social  
Good**  
in India

**India: Solving the World's Biggest Challenges,  
One Billion People at a Time**



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# Lessons from India in Solving the World's Biggest Challenges, One Billion People at a Time

**India +SocialGood, Mumbai, April 9, 2014  
Major Themes & A Call to Action**

## LESSONS FROM A HISTORIC MEETING IN MUMBAI

On April 9<sup>th</sup> in Mumbai, India +SocialGood brought together more than 400 people to share ideas on how India and its citizens are leveraging technology, innovation, public engagement, and partnerships to spur a more innovative and better future for India and the world.

India is a key player in the growing field of technology and innovation for social good. With nearly half of the country's population under the age of 25, the country is a prime source for new ideas to solve entrenched problems. Innovation is thriving in India. With its leadership role in eradicating polio, the momentum continues on many fronts: access to affordable medicine, connecting rural India to thriving cities, and access to energy.

## WHY INDIA? WHY NOW?

This convening took place during a pivotal phase in India's history. The country is undergoing changes in every sector, from the 2014 elections to recent landmark legislation on Corporate Social Responsibility (CSR), to advances and challenges in health and sustainability, India's crossroads made for a dynamic backdrop for learning, sharing and a call to action. A country whose population exceeds 1 billion people is a place where these questions come into full view and where solutions to global development problems are not faraway concepts, but are urgent, local needs.

New media and social media platforms play an indisputable role in today's India. The country

### CSR IN INDIA

The new Companies Act 2013 affects over 16,000 companies and will put an estimated \$3 billion per year into the social change space.

### NGOs IN INDIA

One NGO estimated for every 400 Indians.



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represents one of the largest communities of Internet users in the world with 20 million Indians accessing social media platforms on a daily basis. The way India utilizes new media to connect with one another and, the country's ability to monitor, advocate for, measure, and identify social and economic needs and opportunities is an important proving and testing ground for the rest of the world. Social media is being used at scale in every way in India, and that scale can teach the world a great

deal about how to harness its power for global good.

The scale at which issues need to be addressed in India also adds to +SocialGood's importance in this space. Facebook recently acquired its 100 millionth Indian user, and over 200 million people in India use the Internet. These numbers demonstrate the potential for social media growth in India and position +SocialGood as the platform for post-2015 conversation and a leader in social change.

### THE +SOCIALGOOD PROMISE IN ACTION IN INDIA

Creating sustainable change is not an easy task, and in this era of global digital engagement, it can only happen with the support of new voices and advocates from motivated communities. Leveraging the power of social media and digital technology, and thus aggregating and amplifying the voice of the "crowd," +SocialGood is a channel for consultation, listening and engagement as the world approaches 2015, builds momentum to achieve the Millennium Development Goals (MDG) and as global attention turns to the next set of global development priorities. India is one of the largest national segments on the +SocialGood platform and boasts leading social good connectors and advisors highlighting the immense learning one can have from India.

For these reasons, the 10 +SocialGood partners supported a large-scale effort to help build on the growing efforts of these communities in India. The 92nd Street Y, Bill & Melinda Gates Foundation, Case Foundation, Caterpillar, Cisco, Enactus, Mashable,





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Rockefeller Foundation, United Nations Development Programme, and United Nations Foundation came together to bring +SocialGood to India to convene thought leaders, policy makers, corporate executives, philanthropists, and social leaders to look at initiatives and best practices at the intersection of technology and social good in India and globally.



Inspired by the Social Good Summit held annually in New York City on the margins of the United Nations General Assembly, +SocialGood is a global community of innovators, social entrepreneurs, and thought leaders united around a shared vision to make the world a better place. +SocialGood, an in-person gathering and a global, online conversation, provides an opportunity for people around the world to contribute to social change in ways that are meaningful at a local level and connected on a global scale.

+SocialGood's [online engagement platform](#) provides a space for a truly global conversation to take shape—a place where connectors can collaborate, share best practices, influence local and global agendas, and find new ways to translate their vision into action.

## A FOCUS AND THEMES LOOKING TOWARD 2030

Aaron Sherinian, United Nations Foundation Vice President for Communications and Public Relations, kicked off the day-long series of conversations in Mumbai by talking about a community inspired by the promise of technology and social media, plugging into the Indian community and learning from it. Sherinian noted that “the child born in 2030 and her life should be the focus of the conversation,” which set the tone for the day’s solution-oriented, global conversation that focused on six areas of social change.





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The day-long forum connected the +SocialGood community throughout India and the world by providing a vibrant in-person and online conversation for social stakeholders to discuss how they can collaborate to address some of India's biggest challenges. As the day closed in Mumbai with the United States waking up, the conversation continued in Washington, D.C., with partners and influencers discussing how to continue the conversation started in India and take action. Stacy Martinet, Mashable.com Chief Marketing Officer, captured the spirit of India +SocialGood, which she called an exercise in listening, learning and collaborating using technology as a platform.

### SOCIAL MEDIA FOR SOCIAL GOOD IN INDIA

The opening plenary established the backdrop for how India can be a model for scaling up innovations across the globe. India has over 200 million Internet users. But that's just two out of every ten Indians. Although those already engaged are making a difference, connecting the rest of the country will take time. Much of the work of social media is to find creative solutions to connect the unconnected in India. Social media is mobilizing people around social causes and campaigns.

"Taking online conversations to offline action is what +SocialGood is all about."

-Natasha Uppal  
Atlas Corps Fellow

"India post-2015 will lead the way in social change. The discussion here has to be around how she can best leverage her potential. The key players will be people in the age group of 18-25 who are better informed and educated about the issues that face the world today."

-Stacy Martinet  
Mashable.com Chief  
Marketing Officer

Experts from YouTube, FoxyMoron, and JWT examined how social media content is driving positive change in India and accelerating action by youth on social issues. Aman Dayal, YouTube India Content Partnerships, spoke about using their video platform for increased access to education. Khan Academy demonstrates how schools are using Youtube with settings that disable non-curricular material. The concept of "social currency" used social media to link an action to creating tangible change. Suveer Bajaj, FoxyMoron Co-founder, mentioned "Powerlight a Village" as a project that allows consumers to contribute towards electrifying a village via "likes" and "views."

### EXPLORING HOW INDIA DEFINES "INNOVATION"

India leads the world in innovative solutions that are solving some of the world's toughest challenges. With nearly 900 million wireless subscribers and over



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a billion mobile phones in use, India is an exhilarating market for innovation. Entrepreneurs, business pioneers, and social change agents shared some ideas that are important to innovation.

JR Kerr, Frequency540 Social Impact Director, emphasized how “innovation” and “making the world a better place” are not new ideas, but that being human makes us innovation centric; therefore, innovation must be human centric.

In speaking about designing for human need in the long term, Ajay Shankar, Caterpillar Engineering Design Center India, said the key lies in using technology to drive partnerships and innovation.

Farhan Pettiwala, Enactus India President, stressed the importance of not only doing things in a new way but also doing things in a meaningful way. An underlying component for all entrepreneurs and innovators is access to energy. Suman Sureshbabu, Rockefeller Foundation Associate Director, noted how innovation in the philanthropic space will help create more sustainable markets.

## INDIA'S CITIES: LIVING THE IMPERATIVES OF TOMORROW

With over one billion people, India understands the challenges of urbanization. The solutions necessary to address these challenges need to focus on easing constraints on population growth and bringing rural communities into this century. By improving cities and sanitation, lives are saved, healthcare costs are reduced, and personal safety—particularly for girls and women—are enhanced.



New approaches and technologies are leading to radical and sustainable improvements to the lives of people in India. In the next decade, it is predicted that India will add 600 million citizens to its cities. In a country racing towards urbanization, the importance of smart cities cannot be overemphasized. Public spaces with multiple uses, affordable housing, participatory planning, and green cities are top of mind for urban planners.

This discussion ranged from regularizing informal housing to a celebration of local culture. Pratima Manohar, Urban Vision Founder, drew attention to the importance of creating equitable communities in cities. Ninety-two percent of the unorganized labor in India live in slums and contribute to the economy without having any access to infrastructure and services. This leads to poor health outcomes and lower productivity. Swapnil Chaturvedi of Samagra offered a unique approach to the inherent taboo of working on toilets through a positive messaging campaign. He noted that “sanitation is a psychological problem, not a technological one and we should all talk about it.”



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Dr. Anita Patil-Deshmukh, PUKAR Executive Director, spoke about the issues created by a lack of infrastructure in informal housing spaces and proposed more GIS mapping to help people gain a sense of infrastructure needs and resources around them. Parmesh Shahani, Godrej Culture Lab Head, focused on the value of celebrating diverse communities in cities and encouraging people to have a sense of responsibility for their own city. Shahani noted that the Godrej Culture Lab gives people a space to engage with others and create their own solutions. In effect, the future of the world depends on the transformation of the India of villages to the India of cities.

#### HEALTH: INDIA'S RECENT SUCCESSES AND VERY REAL CHALLENGES



Women and children are the backbone of many societies yet, every day, many die from preventable diseases. Investing in and harnessing advances in science and technology improves the health and wellbeing of millions and drastically saves lives. Major initiatives in India are underway to solve these problems and help families survive and thrive. For example, in Uttar Pradesh families can dial a phone number that will then call them back with educational information on health and nutrition.

Eradicating polio in India was just the start. Global health experts shared examples of programs and advancements in health interventions that are underway and discussed how the country is sharing its findings to help improve health around the world.



In the arena of health issues, technology has played a multifaceted role. Susan Byrnes, Gates Foundation Interim Chief Communications Officer, described the BBC media led Ananya project in Bihar that uses a combination of flashcards and advice over a mobile phone to educate pregnant women about safe deliveries.

With 75 million productive working days lost every year due to waterborne illness, the role of clean water as well as sanitation cannot be overemphasized.



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Paresh Parensis, Piramal Foundation Head, used Sarvajal to illustrate progress in delivery of safe drinking water: Creating water ATMs, Sarvajal uses basic RFID technology to provide safe drinking water, directly affecting health and productivity in rural India.

### CLIMATE CHANGE & ENERGY ACCESS: INDIA TACKLES BOTH AS TODAY'S BIGGEST OPPORTUNITIES AND IMPERATIVES

Energy is essential to economic development as it provides mobility, heat, light, and fuels—the machinery that drives the global economy. Access to energy is a growing concern in India as are the problems posed by the accelerating changes in the global climate.

It's not just India's problem. The recently published UN Report **Climate Change 2014: Impacts, Adaptation, and Vulnerability** emphasizes how climate change in India affects global food consumption: India provides 14-15% of the world's wheat which could suffer significantly, impacting some 200 million people.



Experts discussed the impacts of climate change in India and the opportunities for effective action to reduce risks by moving toward a safer, cleaner, more equitable and climate-friendly energy future. Ibrahim Rehman, TERI Director of Social Transformation, discussed work on climate change and how solutions should focus on the poor. Rehman stated, “We need to bridge the gap especially since the energy required by the poor is for basic livelihood and survival.”

Dr. Krithi Karanth, National Geographic Grantee Conservation Biologist, shed light

on the issue of conflict with wild animals citing the 120,000 cases recorded in a year that result in mostly animal injury or death, and emphasized the need for protecting the wildlife ecosystem in a world focused on human development. Retaliation on the part of humans is prompted mainly by crop loss and sometimes, livestock loss. Wildseve is using technology to collect reports of conflict through a helpline that feeds into a map allowing injured animals to be rescued and preventing killing.

Making a strong case for youth-led social entrepreneurship, Abhishek Humbad, NextGen Co-founder, spoke about the new Corporate Social Responsibility (CSR) regulation in India and how over 16,000 organizations will inject \$3 billion dollars annually as high-risk low return capital. This presents a major opportunity to



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experiment and foster new initiatives. Humbad pointed out that the money from CSR initiatives will go a long way in scaling up solutions and what works India is likely to work elsewhere.

### CONNECTING COMMUNITIES: INDIA & BRAZIL AS EXAMPLES OF CONNECTING FOR GOOD

The +SocialGood community in India is making a difference and finding working solutions to development problems and driving social change. +SocialGood Advisors and Connectors from India and Brazil presented their learnings from the forum.

Meera Vijayann, Ashoka India Consultant, highlighted how +SocialGood is breaking down silos and barriers to allow authentic partnerships and foster social change. Carolina De Andrade, Social Good Brazil Coordinator, spoke about the possibility of technological collaborations between Brazil and India and cited the

“The +SocialGood community is stepping in to help steer conversations in the right direction and help bring ideas and innovations from across borders to the forefront.”

-Meera Vijayann  
Ashoka India Consultant

Change Brazil demonstrations to illustrate how an online conversation can translate into real-time action and mass engagement. Sartaj Anand, Egomonk Founder, talked about the new CSR law in India and how social media in this case is a catalyst, an informer and a space to meet collaborators. As Robert Skinner of the UN Foundation said, “Stay connected. Take action.”

### THE ONLINE CONVERSATION: IDEAS SPARKED & SHARED BY INDIA +SOCIALGOOD

Through live streaming and social media activation, +SocialGood members from around the world connected to the day-long forum. **Business Fights Poverty**, the world’s largest community of professionals harnessing business for social impact, helped amplify the day’s conversations by also livestreaming the event through their website. India +SocialGood reached more than 1.3M people via Twitter, with exposure to more than 19M throughout the week. Over 16,000 mentions captured across social media channels within a 10-day period, including over 5,000 mentions on event day.

“+SocialGood is using a combination of global events, both self and community organized, as well as social media and other technologies to involve as many people as possible and it is this multi-pronged strategy that is differentiating it from others.”

-Sartaj Anand  
Egomonk Founder



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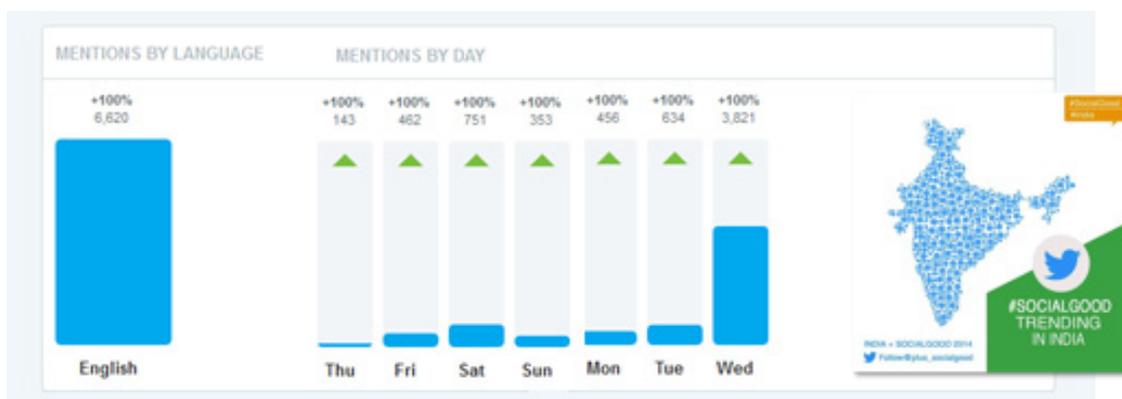
Trending in Mumbai and across India throughout the day, this event provided real-time engagement with passionate communities around the world. Within 24 hours following the event's close, more than 600 views to the livestream link were recorded.

#### SOCIAL MEDIA ACTIVITY APRIL 1-10



**FleishmanHillard**, a worldwide integrated communications firm supporting the event, installed a Black Box Command Centre onsite, which is a real-time social media tool to synthesize online conversations, mentions and sentiment levels from key influencers leading up to and during the event. Via FleishmanHillard's Black Box, data visualisations were then used to create additional social media communications and content that helped enrich online conversations.

#### TWITTER ACTIVITY: MORE THAN JUST 140 CHARACTERS OF INSIGHT





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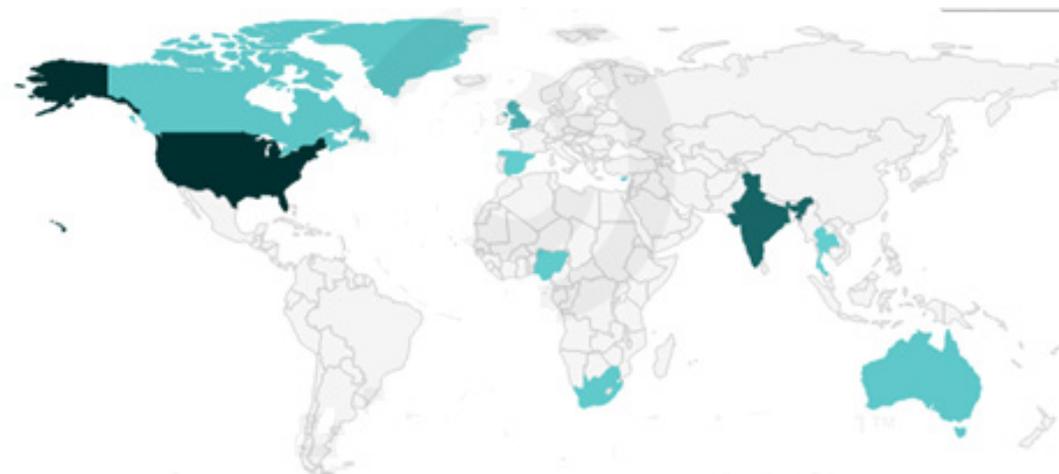


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+SocialGood helped raise awareness through online collaboration and discussion on various themes. For example, comparisons between favelas in Brazil and India's informal housing system sparked discussions on how both can learn from each other. Some agreed that sanitation is a key part of the gender issue while others agreed innovation is not just a process, it is a universal responsibility.

A 'Tweetup' was staged on the event day among identified key influencers and social media partners, to further amplify #SocialGood communications within Mumbai and India.



Mentions in %  
0 23

Geography	SOV	Mentions
United States	23.42%	1.2K (1.09%, 0.08%, 98.83%)
India	15.99%	814 (0.74%, 0.25%, 99.02%)
United Kingdom	5.24%	267 (2.25%, 0.00%, 97.75%)

At the forum, UN representatives discussed the ongoing effort to increase dialogue on the MDGs and engage in a truly global discussion around society's common goals and needs. They discussed the MyWorld platform as a way to mobilize citizen voices around global development priorities. MyWorld.org enables people to vote on one or more themes with which they identify, and the UN will use these opinions to craft the next set of development goals in 2015.



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This exchange of ideas is helping practitioners around the world access the latest knowledge and peer insights on social impact initiatives that deliver innovations at scale.

### STAYING ENGAGED

The goal of any +SocialGood convening is to inspire, learn from, and catalyze the next steps in what these communities can help achieve. India +SocialGood's stated goal was to be much more than a meeting, but part of a local movement with global impact and reach. This forum served as a platform to kickstart an ongoing dialogue about real, useable solutions to tackle the most pressing issues. These topics—along with many more—will continue into the next annual Social Good Summit in New York City, September 22-23, 2014. Since last year's summit, +SocialGood organizers have hosted more than 200 gatherings around the world, with many more +SocialGood events planned for 2014, elevating voices and galvanizing action on similar issues.

"+SocialGood is enabling people to listen and learn while helping to amplify the voice of changemakers."

-Parmesh Shahani  
Godrej India Culture Lab Head

Everyone, everywhere can have a voice. To learn more, please visit [www.plussocialgood.org](http://www.plussocialgood.org) and join the community to stay engaged online.

For more information on India +SocialGood, please visit [www.socialgoodindia.com](http://www.socialgoodindia.com).

### +SOCIALGOOD PARTNERS

